

Smoking Prevalence Tracker 2023

**AISLING CORCORAN, DIRECTOR
LYDIA KNEW, RESEARCHER**

15th March 2024



This information relates to data collected in
March, June, September & December 2023.
Survey carried out by Ipsos B&A on behalf of the HSE.

Headline Data 2023 Results

Smoking Prevalence: 15.0%

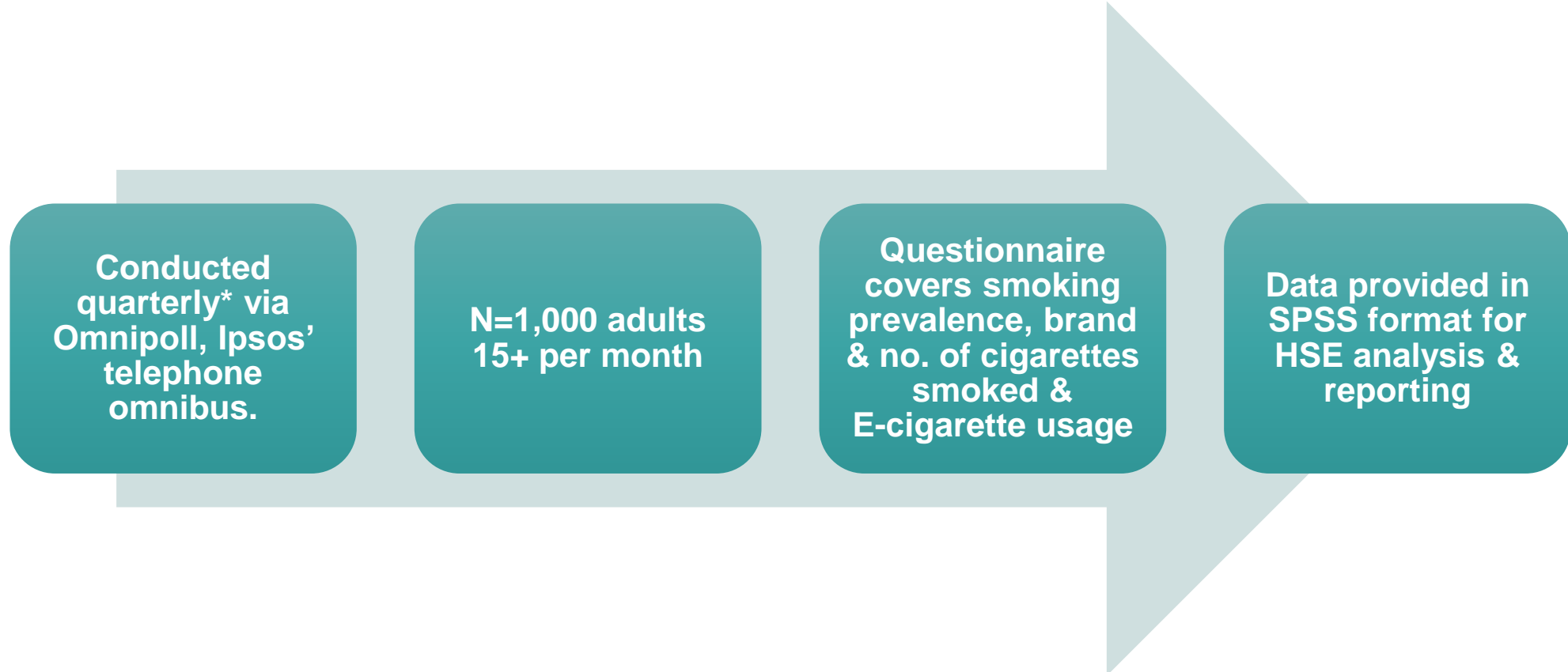
E-Cigarette Use: 9.7%

Roll Your Own (RYO): 29.3%

% of smokers using RYO

Smoking Prevalence Tracker - Methodology

Tracker Commenced in July 2002

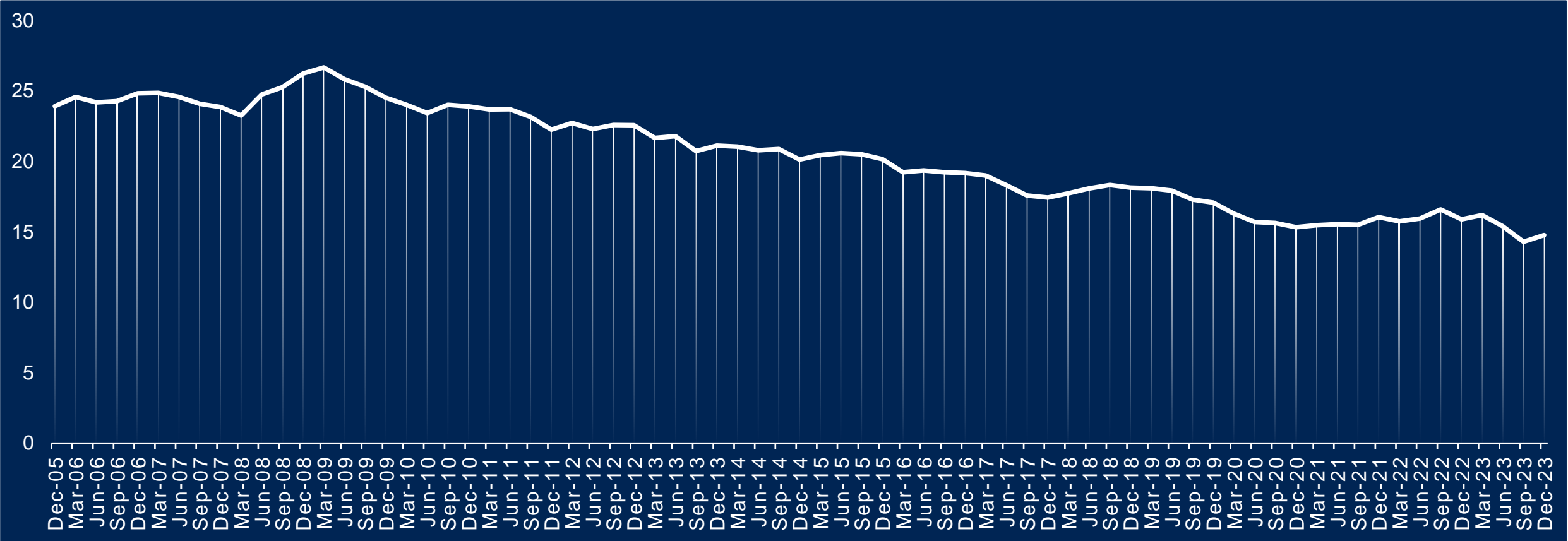


**Conducted monthly up to March 2016, now quarterly; results relate to surveys conducted in March, June, September & December 2023*

Differences in HSE Tracker and Healthy Ireland Smoking Prevalence Surveys

- The tracker methodology is a telephone survey, whereas Healthy Ireland (HI) used a face-to-face approach until 2020 and has since been changed to a two-stage telephone survey.
- The questions asked about smoking prevalence are different (smoke one or more weekly in tracker whereas daily or occasionally in the HI survey).
- The tracker sample is smaller (n=4,000 annually) and the research is undertaken quarterly whereas Healthy Ireland (HI) samples over 7,500 people per wave.
- The tracker has been undertaken since 2002 whereas the Healthy Ireland survey started in 2015.
- Both surveys indicate an underlying downward trend in smoking prevalence, as indicated in Figure 1 on the next slide based on the Smoking Prevalence Tracker data.

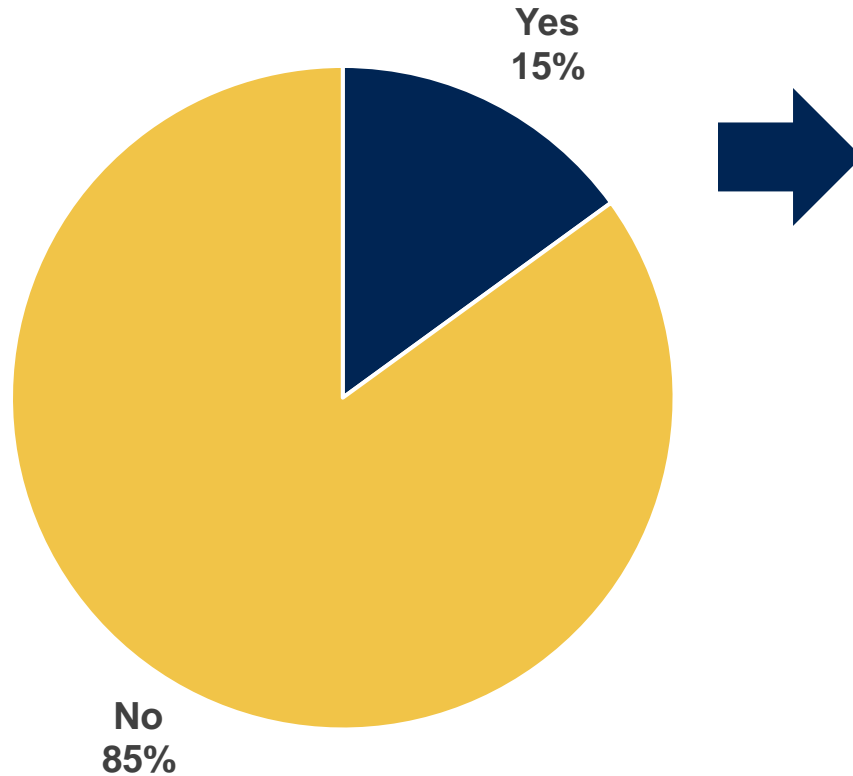
Figure 1: Trend in Smoking Prevalence to 2023



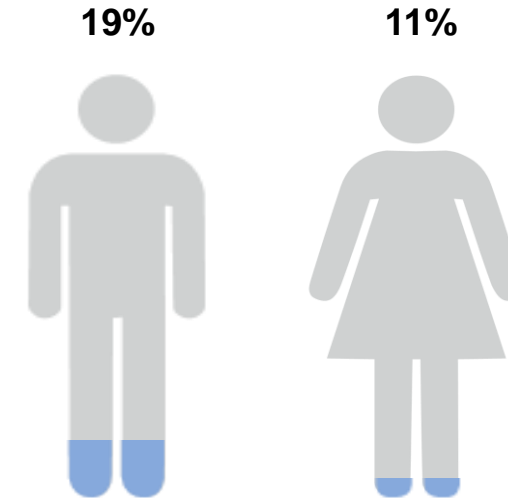
Source: HSE Tracker Survey

Cigarette Smoking Prevalence

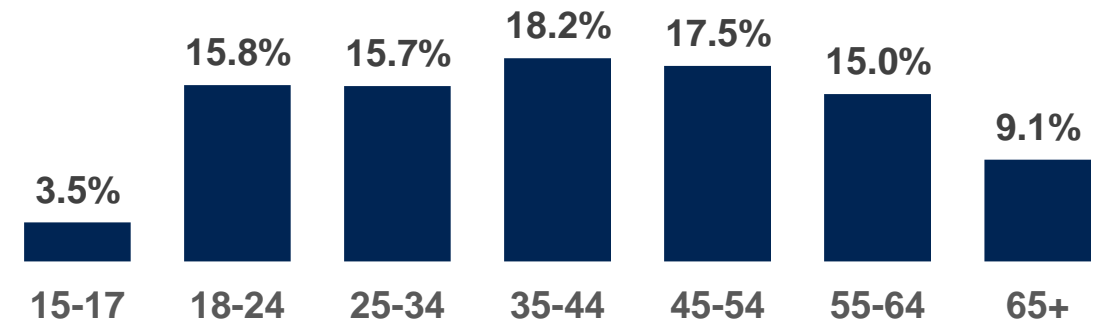
Smoke one or more cigarettes each week?



Gender



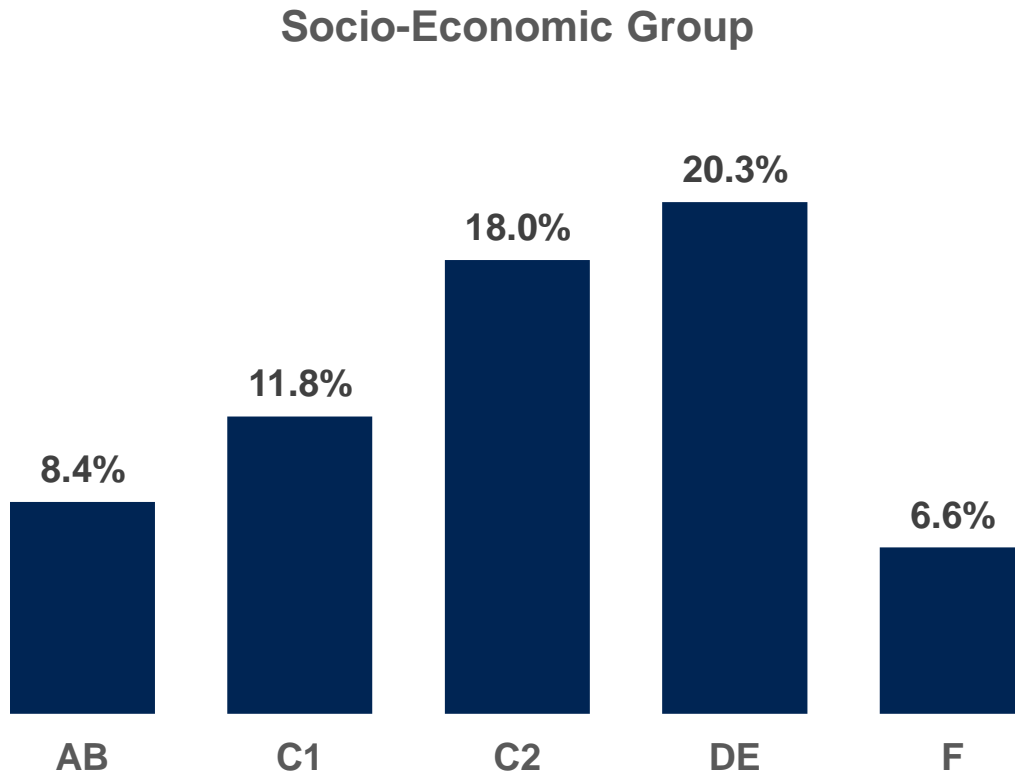
Age



Q.1 Do you smoke one or more cigarettes each week, whether packaged or roll your own?

Base: All Respondents 2023: 4,000/All Smokers 2023: 536

Cigarette Smoking Prevalence by Socio-Economic Group



Smoking prevalence is highest amongst those in the DE socio-economic group at 20.3%, with those in the F (6.6%) category being least likely to smoke.

Social Class Categorisation Source: AIMRO Standard Guide for Social Class
Further details available on HSE website

Q.1 Do you smoke one or more cigarettes each week, whether packaged or roll your own?

Base: All Smokers 2023: 536

Thank you.



Name:
AISLING CORCORAN

Title:
DIRECTOR

Details:
aisling.corcoran@ipsos.com
Tel. No. 01 4389000

Name:
LYDIA KNEW

Title:
RESEARCHER

Details:
lydia.knew@ipsos.com
Tel. No. 01 4389000